

Message Text

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53

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 128769

R 081030Z AUG 75
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC
INFO SECSTATE WASHDC 5328
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO

UNCLAS STOCKHOLM 3881

FOR BIC/OIM/MRD-224

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: MARKET RESEARCH: MICROWAVE TECHNOLOGY

REF: STOCKHOLM 3448; STOCKHOLM 3039; STOCKHOLM 2327; STATE A-2809

1. REQUISITE COPIES SUBJECT MARKET RESEARCH DELIVERED BY
CONTRACTOR SMI-PARSONS ON AUGUST 7 AND FORWARDED IMMEDIATELY
TO DEPARTMENT.

2. EVALUATION FOLLOWS BY AIRGRAM. FY, CONTRACTOR'S SUMMARY
INCLUDES FOLLOWING COMMENTS RE STC EXHIBITION NOW SCHEDULED
FOR MARCH 1-4, 1976. TRADE CENTER SHOW CAN ONLY BE
RECOMMENDED IF THE TRADE CENTER AND THE EXHIBITORS ARE
CONTENT TO DO MUCH-NEEDED INFORMATION JOB SHOWING WHAT THE
ALLEGEDLY STAGNANT MICROWAVE MARKET OFFERS, BUT NOT IF THERE
NEEDS TO BE A RECORD OF SALES ACHIEVED IN THE NEXT THREE
YEARS AS A RESULT OF THE SHOW. SMI ALSO INCLUDES SERIES
COMMENTS FROM WIDE-RANGING SOUNDINGS AMONG AGENTS, UTILITIES,
ACADEMICIANS AND INDUSTRIALISTS WHO MAKE SUCH STATEMENTS AS
"THE MICROWAVE MARKET IS VASTLY OVERRATED", "A STAGNANT
MARKET", "I AM NOT IN FAVOR OF A MICROWAVE EXHIBITION",
"MICROWAVES - A SECTOR THAT HAS STOOD STILL".

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3. IN HIS SUMMARY, SMI-PARSONS NOTES STRONG STC MISGIVING
CONCERNING SUCH AN EXHIBITION. INDEED, OUR MOST RECENT
COMMENTS (OUR REFERENCE 2) SUGGESTED POSSIBILITY FIRE
PROTECTION/PREVENTION EQUIPMENT AND SYSTEMS EXHIBITION AS

POSSIBLE SUBSTITUTE FOR EXHIBITION IN TIME SLOT PROGRAMMED
FOR STC MICROWAVE EXHIBITON. OUR PTR ON THIS ALTERNATE
CONTAINED IN OUR A-207 DATED JULY 18. STC'S MRO:VEOLSON WILL
BE IN DEPARTMENT THIS MONTH ON CONSULTATIONS PRIOR RETURNING
POST FROM HOME LEAVE. SUGGEST THIS BE REVIEWED WITH HIM.
DEPARTMENT'S OBSERVATIONS AND COMMENTS WILL BE APPRECIATED
ON A PRIORITY BASIS. HIRABAYASHI

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<< END OF DOCUMENT >>

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